



New York Construction Materials Association

Gain direct access to New York's multi-billion dollar construction materials industry.

The NYMaterials Advantage:

- NYMaterials members supply the materials for **four out of five** construction projects in New York.
- In 2010, New York City construction will continue to perform at record-breaking levels, buoyed by **projected increases in each main industry sector**.
- Overall construction in New York City is currently forecast to reach **\$26.2 billion** in 2010.

Who We Are:

Formed in 1999, the New York Construction Materials Association is the result of the consolidation of NYS Asphalt Pavement Association and the Empire State Concrete and Aggregate Producers Association. NYMaterials offers the construction **aggregate, hot mix asphalt and ready mixed concrete industries** a powerful voice statewide. A non-profit organization, our purpose is to develop, classify and disseminate information concerning standards, specifications and any other matters of concern and interest to our members.

Target the decision-makers and purchasers in the New York construction materials industry with **Material Matters**. Increase your market share by participating in this premier industry resource — contact your Naylor account representative today for more information on advertising!

Contact:

Robert Shafer

Publication Director
Naylor, LLC

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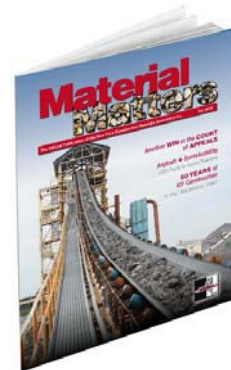
Fax: (770) 810-6995

E-mail: rshafer@naylor.com



Material Matters magazine —

Connecting your company with NYMaterials members in print and online throughout the year!



Material Matters is the official bi-annual publication of NYMaterials. **Material Matters** provides our members with current industry information, legislative updates and timely articles. The magazine also **acts as a purchasing guide when members are in the market for quality product and service providers**.

Advertisements in Material Matters print and digital editions reach all members of NYCMA. Additionally, **Material Matters** is distributed to legislative officials, the Department of Transportation, the Department of Environmental Conservation and other construction materials associations.

To learn more about **NYMaterials**, visit:

www.nymaterials.com



Material Matters

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2x
Double Page Spread	\$ 3,549.50	\$ 3,369.50
Outside Back Cover	\$ 3,159.50	\$ 3,039.50
Inside Front or Inside Back Cover	\$ 2,949.50	\$ 2,829.50
Full Page	\$ 2,389.50	\$ 2,269.50
2/3 Page	\$ 1,939.50	\$ 1,839.50
1/2-Page Island	\$ 1,849.50	\$ 1,759.50
1/2 Page	\$ 1,589.50	\$ 1,509.50
1/3 Page	\$ 1,139.50	\$ 1,079.50
1/4 Page	\$ 969.50	\$ 919.50
1/6 Page	\$ 839.50	\$ 799.50
1/8 Page	\$ 609.50	\$ 579.50

Black-and-White Rates

	1x	2x
Full Page	\$ 1,539.50	\$ 1,459.50
2/3 Page	\$ 1,339.50	\$ 1,269.50
1/2-Page Island	\$ 1,249.50	\$ 1,189.50
1/2 Page	\$ 989.50	\$ 939.50
1/3 Page	\$ 739.50	\$ 699.50
1/4 Page	\$ 569.50	\$ 539.50
1/6 Page	\$ 439.50	\$ 419.50
1/8 Page	\$ 359.50	\$ 339.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). NCM-B0211 (LR NCM-B0107)

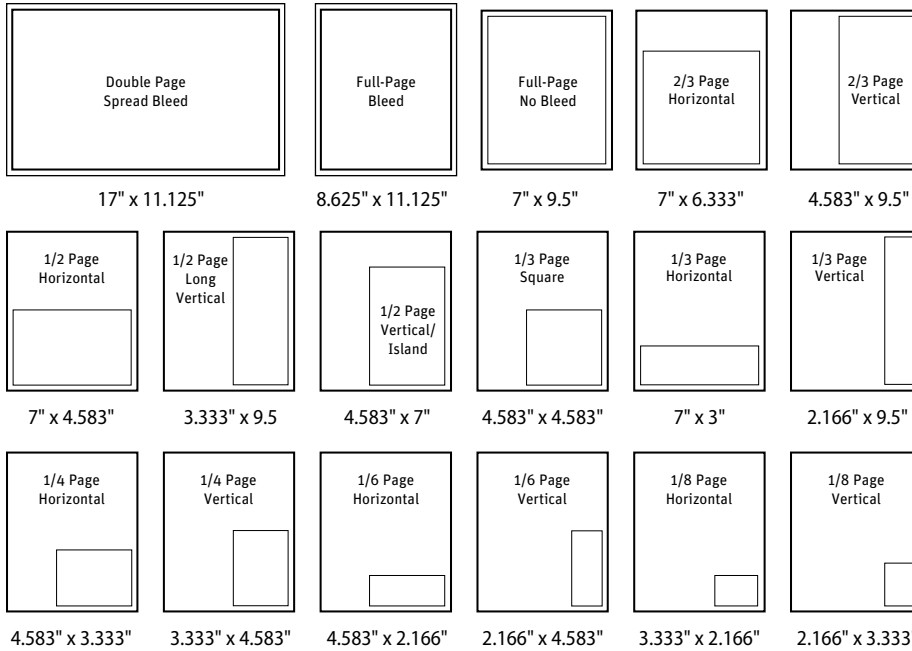




Material Matters

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.





Material Matters

Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20. *If your product or service is not listed below, a new category can be created for you.*

- Asphalt Plant Sales
- Asphalt, Sand & Gravel
- Asphalt Cement Suppliers
- Attorneys
- Building Materials
- Cement Suppliers
- Chemical Admixtures
- Commercial Cardlock Fueling
- Computer Batch Controls
- Concrete Ad-Mixtures & Products
- Concrete Plant Sales
- Concrete Pumping Equipment
- Cones, Impactors, Screens
- Consultants
- Conveyor Belts
- Conveyors, Plants
- Cranes, Crane Bodies, Service & Sales
- Crusher Replacement Parts
- Crushing Screening Equipment
- Design/Build Contractors
- Diesel Engines
- Dust Control Systems
- Enterprise Solutions for the Construction
- Materials Industry
- Equipment Sales & Rentals
- Equipment Suppliers
- Excavation/Aggregate Sales
- Explosives
- Fines Recovery Systems
- Fly Ash Distributor
- General Contractors
- Geological Engineering
- Heavy Equipment
- Insurance Services
- Jaw Plants
- Laboratories
- Mining Permits
- Mobile Screening Products Sales & Service Support
- Natural Resources Management
- Plants
- Portland Cement
- Power Tools
- Public Relations
- Ready Mix
- Reinforced Steel Suspension Systems
- Rental Equipment
- Retaining Wall Systems
- Rock Crushing Equipment
- Rock, Asphalt, Ready Mix, Sand
- Safety Supplies
- Safety Training
- Sales Tools
- Sand Plants, Screens Conveyors
- Scale Service/Repair
- Screens, Crusher Parts, Flow Max System
- Surety Bonds
- Testing & Inspection Services
- Traffic Control Barricades & Safety Supplies
- Truck Dealer
- Truck Mixers & Accessories
- Truck Sales
- Truck Scales
- Wall Systems
- Weed Management
- Other:

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____





Spring 2011 Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the New York Construction Materials Association. Members know that they can confidently select the quality products and services featured within the official resources of NYMaterials.

A. Colarusso & Son, Inc.
Advance Testing Company Inc.
Alpha Geoscience
Barrett Paving Materials Inc.
Bitumar Inc.
Bond, Schoeneck & King, PLLC
Brown & Palumbo, PLLC
BuffaloCrushed Stone
Cobleskill Stone Products
Concrete Plants Inc.
Conviber, Inc.
Couch White, LLP
E. Tetz & Sons, Inc.
Emerald Equipment
Gernatt Asphalt Products Inc.
Gilberti, Stinziano, Heintz & Smith, P.C
Humboldt Mfg. Company
Lafarge North America Inc.
Lehigh Northeast Cement Company
MD Drilling & Blasting
MeadWestvaco
Meeker Equipment
MiltonCAT
Municipal Testing & Inspection Labs
Suit-Kote Corporation

We appreciate your support!